



FAMILY PLANNING ASSOCIATION OF NEPAL

Study on
The Accessibility and Effectiveness of
IEC Materials In FPAN
Coverage Area

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CHAPTER I

INTRODUCTION

1.1 Introduction

Family Planning Association of Nepal (FPAN), a national NGO providing a full range of qualitative sexual and reproductive health (SRH) services along with proper counseling and IEC (Information, Education & Communication) back up services, was established in the year 1959 and since its establishment it has been contributing significantly towards the attaining demographic goal of the country. It has been catering RH services through the network of branch offices, pilot projects and special projects in 34 districts and IEC activities throughout the country. The main aim of the Association is to help the individual couples to plan their families for a happy and prosperous life. However, the programmatic thrust of the Association has been changing over time. At the initial stage, the program thrust was to help individuals to plan their families through IEC campaign backed by limited family planning services. Since the 1990s program thrust was changed towards informed choice through expansion of service delivery to under served rural people at their doorsteps. Due emphasis has been given for counseling, safe-motherhood and spacing methods for greater program effect and impact.

Currently the Association is implementing its five-year Strategic Plan (2001-2005) in line with ICPD's directives 1994 and, Vision 2000 Strategic Plan of the IPPF. Commensurate with these documents, FPAN has initiated its efforts to bring necessary changes in the program. Congruently, FPAN gradually shifted from mere family planning services to comprehensive reproductive health and sexuality programs.

FPAN, through its inception, has given due emphasis on Information, Education and Communication (IEC). IEC activities, whether it may be electronic or print media, plays a significant role in the process of achieving organization's goal. IEC activities are accepted one of the most effective measures in bridging up the gaps between knowledge, behavior and practice of the people. It plays a significant role in bringing change in human mind. FPAN, through its inception has also given due emphasis on IEC backed activities. In this process many booklets, leaflets, pamphlets, posters, wall calendars were produced. These produced IEC materials were further distributed to different FPAN project area throughout the country to display/distribute at different places of the project area and other public gathering places. The IEC materials include information board, hoarding board, wall painting, leaflets, booklets, posters, pamphlets, calendars, documentary films etc. having message on FP/RHSE/HIV/AIDS/STI.

The IEC activities through electronic media (radio/TV programs) have a good impact in the rural population. The IEC activities through electronic media are being produced and broadcast to reach the whole population of the country by the governmental as well as different non-governmental organizations. FPAN on its part was broadcasting a weekly program called "Family Planning" through Radio Nepal, which has been terminated from this year. This radio program ran for about 30 years and included all Reproductive Health Components. Now a radio program called "Dear Friends" has been broadcasting through FM radio in Kathmandu Valley.

The IEC materials produced and published by FPAN and covered by this study are as follows.

1. Radio program

a) Pariwar Niyojan (Family Planning)

This program has been broadcast from radio Nepal since 1969, which included all the components of reproductive health giving special focus on family planning. The coverage of this program was the whole country as it was broadcast from the national radio. But after broadcasting for nearly 30 years this program has been terminated from 2002 due to some internal problem.

b) Dear Friends

This program was broadcast from "Classic FM" a private FM station in Kathmandu for about nine months only starting from February, 2002 to October, 2002. It could be heard from 12 to 1 pm every Saturday. This program included all the components of reproductive health. The coverage of this program was only the Kathmandu valley as it was broadcast through private FM station.

2. Video programs (films)

FPAN has been producing a number of video films in order to create awareness on various subjects in its coverage areas. These video films contain messages on various aspects of reproductive health and gender issues. These films are in the form of Documentary-drama, which has been found to be popular among the rural population. The list of video films is as follows.

- a) Behoshi
- b) Bardhan
- c) Anarjali
- d) Hi-sancho
- e) Masterji
- f) Bhul
- g) Aaja ko mang
- h) Katha
- i) Agyanta
- j) Kamali
- k) Ujjwal Bhavisya
- l) Aashish
- m) Jhayamali ko ghar sansar
- n) Jal Dhanab
- o) Jhayamlal ko Yamlok Yatra
- p) Chetana
- q) Malati

3. Posters

Posters are one of the best sources on information, which can be understood by the illiterates also. FPAN has been publishing a number of posters covering all the aspects of reproductive health and gender issues. Although varieties of posters on various themes of reproductive health have been produced at different times the following posters are included for this study.

- a) Sundar ra surakshit jeevan ko lagi Condom nai ek upaya

- b) Swastha ra sukhi paribar ko lagi sallaha hamro chanout tapaiko
- c) Condom bhaye anawasyak garvadan hunna, yaun rog ani aids rog le kehale pani chunna
- d) Garva dharan yaun rog ra aids ko roktham condom nai ho yesko samadhan
- e) AIDS
- f) Garvawati ama ra sishu syahar
- g) Mahila ko prajanan swastha ko suraksha ma purush ko bhumika
- i) Ma manche ki srimati ki kukhura ko pothi

4. Regular Publication

The regular publication of FPAN includes the yearly publication "Goji patro" (Pocket calendar), which is in the form of a small calendar containing information on various aspects of reproductive health, statistics of Nepal, and introduction of FPAN etc. and is very handy to carry. "Jangar" is a quarterly bulletin targeted mainly for the grassroots level reproductive health workers to make them aware of the activities carried out by FPAN and recent advancement made in the field of reproductive health both in and out of the country.

- a) Goji patro (Pocket Calendar)
- b) Jangar

5. Booklets/Pamphlets

Booklets and pamphlets on various aspects of reproductive health and other related issues, gender issues and adolescent and youth health issues have been published by FPAN. These booklets and pamphlets are distributed to all the branches which keep them in the clinics and youth information center and some of which are also distributed to the people. Here is the list of some of the booklets/pamphlets published by FPAN.

- a) Pariwar niyojan ko upaya haru
- b) Ama tatha sishu ko swastha ko herbichar
- c) Yaun bare bibake banau
- d) Prajanan swastha sikchaya
- e) Pariwarik jeevan sikchaya
- f) Yaun rog ra aids bare tapaile thaha paunu parne kura haru
- g) Yaun soshan
- h) Garvadhan ko roktham ra garvadhan pachi ko upachar
- i) Nawa jabani lai swaghat garau
- j) Kishor kishori ka gigyasha chikitshak ko sallaha
- k) Nepali mahila ko bartaman awastha
- l) Kishor kishori haru lai sujhav

6. Flip charts

The flip charts have been published as a reference material on reproductive health for educating and motivating people and also for conducting classes and orientations at the grassroots level. They contain attractive illustrations and charts with proper explanations on important reproductive health issues.

- a) Prajanan tatha yaun sikchaya (wall flip chart)
- b) Pariwarik jeevan sikchaya (table flip chart)

